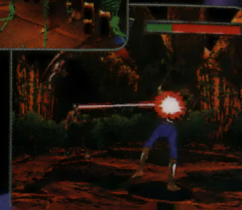


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NBA

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Virtua Fighter 2 ded	\$8000
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Mad Dog refurbish laser player	\$3700
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PH WAYNE 06 835 6195

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Dark Stalkers (B)	\$650
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Mortal Combat	\$600
Mortal Combat 2	\$900
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Street Fighter 2 CE	\$450
Street Fighter 2 Hyper Fight	\$350
Street Fighter 2 Turbo (B)	\$590
Tekken	\$1600
X-Men (B)	\$1200

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Alpha Mission 2	\$150

Art of Fighting 2	\$150
Double Dragon	\$400
Fatal Fury	\$100
King of Fighters '94	\$400
King of the Monsters 2	\$200
Mutation Nation	\$100
Ninja Commando	\$100
Pulstar	\$400
Robo Army	\$100
Samurai Shodown	\$250
Samurai Shodown II	\$400
Soccer Brawl	\$200
Thrash Rally	\$100
Top Hunter	\$100
World Heroes	\$100
World Heroes 2	\$100
World Heroes Perfect	\$300
Zed Blade	\$100

PH BEVAN 09 525 0200

FOR SALE

Tetris Plus A & B Boards	\$2250
Ultimate Mortal Kombat	\$3250
Virtua Figher 2 26" dedicated	\$10,500

PH ALF PIVAC 09 434 3439

FOR SALE

ALG Drug Wars 50"	\$10,000
Killer Instinct 2 dedicated	\$9000
SF Alpha c/w 26" cabinet	\$2700
Ultimate MK3 c/w 26" cabinet	\$2800

The owner of an established Laserstrike centre in South Auckland wishes to sell his business as a going concern. The business operates 15 guns in working order. \$105,000.00

PH JOHN 09 288 1100

FOR SALE

Jackal	\$50
Mortal Kombat 2	\$850
Spinal Breaker	\$75
Street Fighter 2	\$250
Street Fighter 2 Hyper Fight	\$350
Tekken	\$1500
Twin Cobra	\$100

PH MIKE 09 309 3127

FOR SALE

3/4 Quantum Pool Table with Electronic Coin Mech, Slat Top and Blue Cloth as new condition. Sell for \$4000 or trade.

PH GRAHAM 09 846 6446

FOR SALE

3/4 Super Pool Table with Blue Cloth and NO coin mech. As new condition. \$3500

PH JOHN FRIS 025 930 131

PROPPING UP YOUR THEME

A successful family entertainment centre, like a good movie, should offer a temporary escape from the everyday world. Because props play an important role in the creation of convincing movie sets, it's no surprise they also can be a significant part of your facility's theming and decor. Regardless of whether your theme is based on fantasy, history, or the future, there are ways to create or acquire props which will strengthen your theme.

Props can include all varieties of static or animated objects. Typically they are relics or antiques of the time or place upon which your facility is themed, such as Old West wagon wheels or African tribal masks. Props, however, can be ordinary objects as well, such as haystacks, oil drums, saddles, and ship anchors. What all these objects have in common is that they serve to clue guests in as to what time or place your theme represents. If your theme is based on the distant past, such as medieval times, on a fantasy world, or on the future, you will likely have to locate replica items, have custom props fabricated, or customise items to make them fit your theme.

When installing props in your facility, take some precautions. First, make sure your props are not blocking any exits, fire sprinklers, or ventilation and electrical fixtures, especially if they are suspended from the ceiling. Also, comply with all building codes. This includes confirming that your props are sufficiently fire retardant and securing them well so they will not collapse during an earthquake or other emergencies. Another reason to affix props to walls, the floor, or the ceiling is to prevent them from being stolen. If this is not possible then keep them well out of reach. As most operators already know, anything that can be taken or abused eventually will be.

Finding the props in the first place can be like a treasure hunt. If the task of tracking down props is too daunting to take on personally, hire a designer to do the legwork.

With a little creativity, however, you can locate props for little or no money. Thrift stores, antique shops, and junkyards are fertile hunting grounds for interesting objects. Also, local theatrical groups and party and event rental companies periodically sell props they no longer have storage space for.

With a little customisation, the most mundane item can be made to look like a specialty prop. For instance, at the T-Mek Metropolis, a futuristic-themed location-based entertainment centre in San Jose California a metal cabinet with mesh doors in the attraction's pre-show room features battle-damaged, oily engine parts from the T-Mek hover-tanks. Not! All the items were purchases at a local hardware store, smashed up, and dunked in oil, paint, and dirt, making

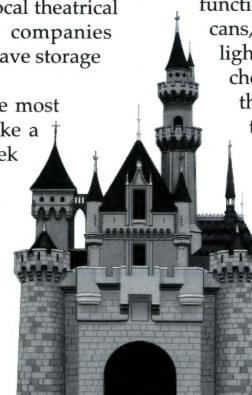
them totally unrecognisable as household items.

If there is any place in your centre where you should use high quality props, however, it is in your merchandise displays. People who specialise in "visual merchandising" make an art out of selecting and then arranging props with merchandise in store windows and display cases to make the merchandise more appealing. If your facility has a medieval theme, for instance, you can accent your display of logo emblazoned T-shirts, hats, and stickers with a jewel-encrusted crown and sword.

If you want the impact of a gigantic prop like a full-sized dinosaur or a fighter aircraft but you can't afford it, you may have to use your imagination and some optical illusions to get the most for your money. Oftentimes it is not necessary to show - or build - the entire object. For instance, if the oversized prop you want is symmetrical, such as a fighter aircraft, a shark, or even a gargantuan doughnut, you can build just half the object and place it up against a mirrored wall. The reflection in the mirror will supply the missing half of the object.

Or, you can simply not show the object in its entirety. If your dream prop is a full-sized, full bodied dinosaur, but such a monumental prop is a budget buster, then build just part of the dinosaur. Outdoors, you may want to fabricate the neck of a dinosaur, such as a brontosaurus, and have it rising out of a pond or lagoon. Indoors, you can fabricate two tyrannosaurus rex legs and a tail leading up to what appear to be holes violently smashed through the ceiling. Guests will envision for themselves the rest of the full-sized dinosaur protruding through the ceiling of the centre. In addition to saving money, these techniques create a sense of mystery and suspense. Experienced designers know that people are frequently more excited by things which they cannot entirely see and which inspire their imaginations than by things which are clearly and completely visible.

One of the drawbacks of large props in general, though, is that they can eat up valuable floor-space. One way to sidestep the problem is to choose functional props. As your facility needs trash cans, benches, signs, counters, tables, chairs, light fixtures and so forth anyway, why not choose items which also will express your theme? For example, if you have a safari theme, consider a trash can with a fiberglass lion's head on top, benches made from stacked supply crates, signage painted on khaki-coloured canvas, and chairs with zebra and leopard-skin inspired patterns. If your facility is pioneer themed, you could chose whiskey barrel trash cans, hewn log benches, and oil lamp-style light fixtures. These functional props may be all you need to create your convincing theme.



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VENUS - AT 1992 PRICES WHILE STOCKS LAST

Yes! A once only introductory offer on the fabulous Rowe LaserStar Venus already being hailed as a Classic Jukebox. US operators are talking of the best cashbox collections ever.

LASERSTAR VENUS



Our first consignment will be sold at the same price at which operators purchased the great LaserStar America in 1992. Contact Grant Davidson at Music Makers now.

Music Makers NZ Ltd, Ph 09 630 4440, Fax 09 630 2223
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SELL KIDDIE RIDES

All types \$1500 - \$2600 excellent condition

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FOR SALE

NBA Jam Tournament Edition dedicated cabinet in excellent condition \$3300

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BUSINESS FOR SALE

\$40,000 (less than plant valuation) or will sell video games in separate lot for \$30,000 o.n.o.

Takeaway/Video Games established 15 years; good location in Hutt Valley, good potential, includes the following games: Skilltester (crane machine)

Cruisin' USA (6 months old) single upright driver

Tekken 1

Tekken 2

NBA Jam (dedicated)

Killer Instinct

Mortal Kombat 2

Street Fighter 2

Neo Geo 2 slot

Neo Geo 6 slot

X-Men

Dark Stalkers

26" Cabinets & PCBs all with electronic coin mechs complete with games

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8x Fatal Fury 1	\$100
4x Fatal Fury 2	\$150
1x Karnovs Revenge	\$300
1x King of Fighters 94	\$200
1x King of Monsters 1	\$100
1x Magical Drop	\$350
2x Mutation Nation	\$150
2x Ninja Combat	\$100
3x Ninja Commando	\$150
1x Pulstar	\$300
1x Samurai Shodown 2	\$200
1x Sengoku	\$200
2x Soccer Brawl	\$250
2x World Heroes 2	\$250
8x World Heroes 1	\$150
Any 5 cartridges for \$700	

LOGIC BOARDS FOR SALE

1x Armoured Warriors (B only)	\$300
1x Dungeons & Dragons 2 (B Board)	\$600
1x Elevator Action Returns	\$1500
1x Gun Bird	\$500
2x Killer Instinct 1 PCB	\$3500

1x Macross	\$450
1x Marvel Superheroes (B)	\$950
4x Mortal Kombat 1	\$850
1x Mortal Kombat 3 Ultimate	\$1950
2x NBA Jam Tournament	\$1200
1x Pang 3	\$800
4x Street Fighter Champion Edition	\$350
5x Street Fighter Hyper fight	\$350
5x Street Fighter Super Turbo (B only)	\$600
3x Street Fighter Two	\$250
1x Street Fighter The Movie	\$1200
1x Street Fighter Alpha 1 (B only)	\$1050
1x Tekken 1 (loom & mylar)	\$1500
1x Toshinden	\$1100
1x X-Men (B)	\$800

PH MAARTEN OR ALEX 09 524 5773

FOR SALE

Wizards Tauranga, extremely well established business with excellent plant and equipment. Up to date machines including Sega Rally, Cybercycles. POA

Other businesses for sale within the central BOP include: Pinball siting busines - located centre BOP/Waikato area

Cigarette vending business - located BOP area

Tokaroa Arcade - suit owner/ operator

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FOR SALE

Black Rose	\$2100
Creature/Lagoon	\$2300
Demolition Man	\$4700
Dirty Harry	\$45000
Dr Who	\$3000
Dracula	\$2200
Fishtales	\$2200
Flintstones	\$4000
Getaway	\$1800
Indiana Jones	\$5000
Jokez	\$900
Judge Dredd	\$3500
Partyzone	\$1700
Police Force	\$900
Popeye	\$3000
Riverboat	\$900
Roadshow	\$6000
Simpsons DE	\$1000
Startrek	\$4100
Street Fighter	\$1700
Taxi	\$900
Terminator 2	\$1800
The Shadow	\$6000
Theatre of Magic	\$7000
Transporter	\$900
Twilight Zone	\$3100
Whitewater	\$2500
World Cup 94	\$5100

PH KEN OR MIKE 04 389 3919



GAME PREVIEWS

AUTOMATIC TOYS

Manufacturers a range of rides for children, comprising the Apache Helicopter, F117 Stealth, the Rabbit Cab, Pony Express Wagon and the Blue Ribbon Carousel.



SPEED BAG

Speed Bag, Lazer-Tron's quick hitting boxing game is about speed, not power, challenging players to hit the bag as many times as possible in the allotted time. The bag's height is adjustable, so anyone of any age or height can play. The bag rises up between games to stop any free play.



VOLCANO

Shown by Williams Bally/Midway at the Asian Amusement Expo was Volcano. A silver ball rises from the volcano to revolve around its rim. The aim of the game is for the player to use his skill and judgement, releasing the ball at a series of gates with differing values.



BARREL OF FUN

Barrel of Fun is one of Bobs Space Racers' latest redemption games, taking its theme from the traditional ball toss game. Pictured with the game is the company's Ted Sloane during the recent Asian Amusement Expo.



CAPCOM

COIN-OP, INC.

- 8 Characters Not Featured in the Original Street Fighter Alpha
- All 13 Original Warriors
- Hey - That Makes a Total of 18 Characters, so far?... the most ever in a Capcom Game...
- Brilliant New Animated Backgrounds & Graphics
- A Combo System Customizable by Players
- Dedicated, Full and B-Kit Available
- Of Course, It's a CPS II Game

And, you know, it could only be from Capcom!

**NEW STOCK &
A NEW LOW
PRICE**

**STILL OUR TOP EARNING
CONVERSION**



GAMES TORCHED - PHILIPPINES

The Mayor of Manila, Alfredo Lim, ceremonially set fire to 62 "video carrera" machines in the Lion's Club compound in Arroceros Street, Manila.

Video carrera is purely a local name for video horse racing games, most of them Sega King Derby games. They were seized by

the police in a series of raids across the city in the previous weeks.

Mayor Lim said that he wanted to demonstrate to the public that Manila is serious in its campaign against illegal video gaming machines.

AUSTRALIA'S WARNER BROS. WINS TOURISM AWARD

Warner Brothers Movie World retained Queensland's tourism industry crown by winning the Major Tourist Attraction category at the 1996 Queensland Tourism Awards for the fourth successive year. In a ceremony at the Brisbane Convention Centre, John Menzies, Warner Brothers' chief executive officer, collection the award on

behalf of the park's 1,000 staff and praised the team's commitment to excellence and innovation. The park's 1995 season was marked by the introduction of the Batman Experience and the premier of Batman Forever in June followed by the launched of Lethal Weapon, Australia's only suspended looping coaster, in December.

SKYLINE ENHANCES EMPIRE STATE - USA

Skyline Multimedia Entertainment Inc. has begun the development of the empire Skywalk, a new mixed use entertainment centre in the Empire State Building. Skyline will work closely with the building's management team, with whom they collaborated on the construction of the New York Skyride, the popular flight simulation attraction in the building.

The Empire Skywalk will encompass most of the available space on the second and third floors of the Empire State Building. The area will be heavily themed and designed to attract guests of all ages to its restaurants, cafes, shops, and entertainment venues. Skyline expects to open the facility by the end of 1997.

STUNNING GRAPHICS IN NINTENDO 64 - USA

When the Nintendo 64 was unveiled for the first time in the USA last month two games acclaimed as being able to show what the new machine was capable of - Super Mario 64 and PilotWings 64.

Both were created by the legendary Japanese games creator Shigeru Miyamoto.

PW64 takes players on an airborne tour through the United States stopping at famous landmarks such as Mt Rushmore and the Statue of Liberty.

There is a choice of three vehicles - gyrocopter, hang glider and jet pack and 27 different courses each requiring a series of difficult maneuvers.

The graphics & gameplay are stunning.

GAME PREVIEWS

SUPER FOOTBALL CHAMP, TAITO

Yet another football game from Taito; but this latest effort is one of the better ones.

Each team can choose from eight different ace players who have various special abilities and they can be used in the special combination plays where two team mates combine for a one-two type move. This and the nice



graphics and perspective are the major changes from the previous Footy Champ games. There are a few subtle tweaks and additions, such as the fouls for pushing in the back, and playing a different times of the day. Not in the Virtua Soccer league but reasonable nonetheless.

NOVA GAMES, GERMANY

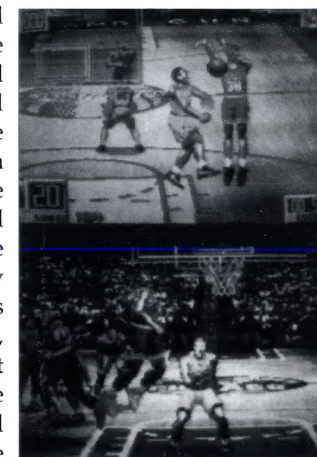
Hamburg-based Nova Games has unveiled three new air hockey tables. The Taifun is a pink-coloured hexagonal table which boasts goals similar to those used in ice hockey; the Tornado has a square yellow playfield and like the Tiafun is equipped with an overhead black light score board; the Hurricane is the standard table, which also has a full power blower. All three have more and bigger holes to speed up the pucks, overhanging bars to prevent injuries and pucks with chamfered edges for more speed.



RUN AND GUN 2, KONAMI

The sequel to the successful original and probably the best five on five basketball game on the market. Fairly faithful to its predecessor, it looks a lot more polished and plays more smoothly.

Lovely fluid movement and improved graphics accent the array of dunks, lay-ups, alley-oops and other moves in the game. No NBA license so no full team or player names but the gameplay holds the interest well and makes up for it. A quality game which should hold its own in the ever-bulging basketball category.



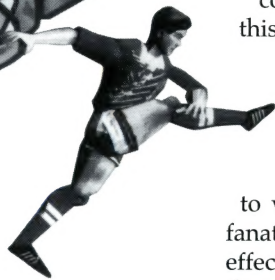
GAME PREVIEWS

VIRTUA STRIKER

100%
SENSATION
SOCCER SCORES
BIG FOR YOU!

The publicity and excitement surrounding the Olympics has soccer mania at an all time high. Now, Virtua Striker brings the most widely played sports game in the entire world to coin-op amusements with a rush of soccer realism. One of the most rigorously R&D'd games to date, Virtua Striker is as close as you can get to the fervor of the World Cup Stadium without needing shin-guards. We're talking pure unadulterated soccer - the kind of virtual realism that transports gamers to the soccer field.

The physical movements of the world's top soccer players have been carefully reproduced to create the most authentic character actions imaginable. From headers and bicycle kicks, to goalie fake-outs and dive traps, extraordinarily intricate offensive and defensive soccer moves have been recreated. The actual team dynamics are also present -



Virtua Striker incorporates play techniques of teams from 18 different countries; from Italy and France, to Japan and Saudi Arabia.

There's absolutely nothing comparable to the speed and realism in this game; the game action is so incredibly captivating, it rivals the action of the sport itself. Huge polygon-based graphics create stupefying 3D realism that'll have players coming back time and time again. Players are encouraged to victory by the thunderous cheering of fanatical fans brought to life by massive sound effects. No holds barred, Virtua Striker offers the realism, speed and heart-pounding thrills of real international soccer - a guarantee that the world's most popular sport, just became more popular!

PRINT CLUB

PUTS A FACE
ON PROFITS

Print Club allows kids to snap a picture of themselves and have it printed almost immediately in the form of a postcard, stamp or bordered stationery. Kids will love having their own photos to personalise notepads, binders, letters or whatever they chose. Print Club even allows two people to be photographed together - a perfect attraction for sweethearts!



KIDDIE RIDES ARE RIGHT FOR ABOUT ANY OPERATOR

The National Kiddie Ride Association (NKRA) is the largest collective group of kiddie ride operators in the United States. Its members operate tens of thousands of kiddie rides. In addition to offering insurance for kiddie rides, NKRA also offers coin-op liability insurance for video and bulk vending operators. NKRA has been insuring coin-op equipment since 1962 and has seen many changes in the industry over the years.

In the early days of kiddie rides there were not as many different models of rides available as there are today. The kiddie ride operators most often had a mechanical horse or carousel with an occasional car or spaceship from a handful of manufacturers. These days manufacturers offer hundreds of different models with sound, lights, interactive features, custom chain logos, and character or product licensing. There are more kiddie ride manufacturers than ever before.

Kiddie ride manufacturers are offering a wide variety of rides with many options, just like the automakers. In buying a kiddie ride, you should know your locations and what type of return is possible at specific locations. You may have locations that could start out with a few used rides for less than \$1,000. However, you may have locations that would warrant more expensive rides and still see a fair return on investment.

As far as new rides there are the basic generic characters like a horse or a car with motion starting in the \$NZ3,000 range. Then for a little more money an operator can buy a ride with sound and lights, company logo, or a more detailed paint job. An operator would probably want to purchase an interactive, licensed hydraulic, educational ride, or one of each for high end locations. With the variety to choose from, you can see there is a ride for every location.

The kiddie ride industry is going through a period of growth right now that

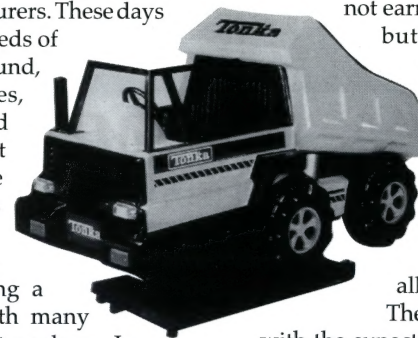
should continue into the 21st century. For years kiddie rides were known simply as "the horse" in front of the local grocery store. The introduction of licensed, custom, and interactive rides and UL and ETL certifications made rides more desirable to locations that never considered kiddie rides before. A location can get a kiddie ride to follow their theme and colour scheme with their company logo.

Possible kiddie ride locations are limitless. While most malls and chain stores have them, there are numerous opportunities waiting in grocery stores, strip malls, restaurants, and convenience stores that don't have kiddie rides. These locations may not earn as much as a mall location, but the more equipment an operator has out, the more income he'll have coming in. And remember I said before that there is a ride for every location! More locations can also afford more opportunities to rotate rides, keeping a fresh look in all of your locations.

The days of buying on hot piece with the expectation of getting rich off of it are long gone. Kiddie rides are an important part of the mix of any coin-op business from route operators to family entertainment centres. The growth of FECs is a boon to kiddie ride operators. Parents are looking for entertainment for the entire family in one location and more and more people are trying to give it to them.

The concept is simple: if operators offer something for the older sibling to enjoy while mom puts the younger child on a kiddie ride, you're getting income from two pieces. If both children are happy the parents want to let them stay longer. This translates into more coins in the cash box.

As FECs open up, more traditional video game operators are diversifying into kiddie rides to either increase profits or to become full service operators. They are reacting to the new demand for equipment they may not have had in the past.



As more of us are thinking about opening new centres the following check list may prove helpful.

1. Determine the degree of need for your business.
2. Develop a name for your business that is catchy but easily describes your business as fun.
3. Identify a location for your business that is accessible, visible, and expandable.
4. Identify who you primarily want to serve (target audience) by age.
5. Identify the area(s) that you want to serve - target market (primary and secondary).
 - a) Consider primary (20 minutes away) and secondary (up to 50 minutes away) by time, not necessarily distance.
 - b) Consider access barriers such as geographic, social and psychological.
6. Identify competition in both primary and secondary markets and consider what you intend to offer vs. what they don't, can't or won't offer.
7. When doing your own demographic study, start with the primary area's chamber of commerce, then contact chambers in your secondary areas. Don't stress secondary markets too heavily in your business plan. Contact your highway department, they have traffic counts for all major intersections in the state.
8. Research how to put together your business plan by using "score" seminars and available books for the proper format, methods, and style.
9. Be sure to utilise existing FECs as references for determining operations costs and pro forma projection percentages. Be conservative and realistic; also, know your numbers and know them well.
10. Be as specific as possible with demographic numbers, financial projections, and cost estimates. Learn them and understand them for presentation.
11. Identify area banks that may have supported successful ventures such as yours in the past, as well as other investors or start up capital. Be prepared to be turned down. Identify at least five banks or private investors to present your package to. Also, be prepared to go the Small Business Administration route; it may be the only way to receive the loan.
12. Be prepared to sell your whole package. Develop your own canned sales pitch for each aspect of your business. Be truthful, sincere, enthusiastic and realistic. Remember to sell the future of your business.

13. While contacting multiple vendors to supply your facility (face to face) practice selling your whole package (except actual financial numbers). This allows them to understand the scope of your project as well as sharpens your skills of presentation without pressure.
14. When choosing any vendor, remember that service after the sale is crucial!
15. Utilise local high school or college art students to inexpensively develop your logo and identification program as a contest, class project or individually. This works well when you have a good concept of what you want. Be willing to listen to suggestions.
16. Develop a strategy to utilise free advertising methods early and often. For example, early press releases at zoning approval etc., word of mouth, flyers, and a temporary site sign.
17. Get involved with local community service associations to access local issues with respect to recreation, youth problems and needs, and to establish your real concern for local youth. Remember 14 to 15 year olds when hiring; they need the opportunity and are enthusiastic.
18. When building from the ground up, develop your floor plan with efficiency, comfort, storage and accessibility in mind in addition to revenue per square foot.
19. Be flexible with changes from original dimensions and find an architect and contractor who will do the same and do what is best in the field. A lot of ideas look great on paper, but ... be prepared and willing to modify.
20. Communicate with your contractor daily and be sure to be present when critical areas are planned or built. Do not allow the contractor to interpret your needs.
21. Professionals don't have all of the answers, especially when it comes to what an FEC is supposed to look like. Trust your instincts and your research. Your ideas are often just as good and less costly.
22. Develop general time schedules for construction, receiving shipments, installation of equipment, advertising, hiring, training and opening.
23. Consider a soft opening to get operational procedures worked out, with a grand opening sponsored by your local chamber of commerce 30 to 45 days later.
24. There are literally a million little details that are not addressed.
25. Would we do it again? Yes! And we are considering franchising Fun Challenge in the very near future.

TECHNICAL UPDATE

SUNRISE CREDIT BOARD MODELS 160162, 160164

SUBJECT

Installation note, start inputs in video game modes (1) and (2).

Sometimes when installing a credit board you may know that bonus credits will not be required, eg a straight \$2.00 per play on a new release game. It may be tempting to save some work by ignoring the instruction sheet directives as to the credit board start inputs, leaving them unconnected. You may reason that because this game is not set up for bonus credits, and all that the start inputs do is reset the bonus system, that therefore these inputs are not required and may be safely ignored.

There are two good reasons why this is a mistake!

1. It is very likely that with the inevitable decline in popularity of the game, someone will want to change the credit board DIP SWITCH price setting to allow bonus credits as player incentive, at which time those start inputs will be needed.
2. Regardless of how the DIP SWITCH pricing is set, when the bonus system is never reset, after 256 credits have been issued the credit board will 'lock up' due to the finite capacity of an internal storage register. Coins will drop to the cash box, the credit board coin meter driver will register the coin, but paid credits will not be released. The machine will have to be switched off/on to get it going again. This situation is sure to occur where a machine has more than 256 plays per day, and whenever a machine is on a 24 hour site it will occur every 256 games.

Do not ignore the credit board start inputs!

As outline in the instruction sheet supplied with each new credit board, there are three ways that the start input can be connected.

First, decide whether you require direct or indirect credit conversion. Direct conversion means that incoming coins are converted immediately to their credit value. For indirect conversion the credit board waits until all the coins are in and then calculates a final credit value based on the total coin value. As an example, for a game set at \$1 - one game, \$2 - three games, a player doesn't have a \$2 coin but inserts two \$1 coins. Where the credit board is wired for direct conversion, he will get one credit for the first dollar and only one credit for the second. For indirect conversion, he will get one credit for the first dollar and two addition credits for the second dollar coin (the only reason to use

direct conversion is for the sake of uniformity, where an operation also contains less advanced credit boards which are not capable of indirect conversion).

If you have chosen DIRECT CONVERSION, follow the wiring instruction to loop the credit output pulse back to the start input.

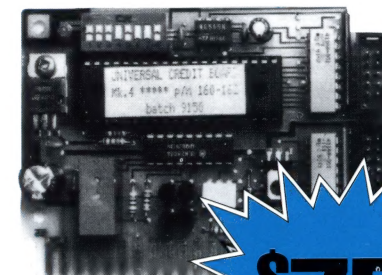
If you have chosen INDIRECT CONVERSION, there is another decision to be made, whether to use the BONUS RESET by START BUTTON, or by 30 SECOND TIMER.

For the TIMER mode, follow the instructions to loop the credit board start input directly to GND. In this mode, thirty seconds after it has sensed the last coin, the credit board will do an internal reset. This gives the player thirty seconds to finish inserting coins before starting the game, and works well in most circumstances.

The positive reset mode is the reset by START BUTTON. The credit board inputs are wired in parallel to the game start switches so that the credit board can do a bonus reset simultaneous with the game play starting.

- Make it a policy to always do the credit board wiring properly, to save yourself or someone else from some unnecessary problems later.
- At any opportunity, make a point of checking existing machines, there are many out there with incomplete wiring.

UNIVERSAL CREDIT BOARD



\$75

Part No. 160-164

could lie is with the home systems coming in 1996. In April, Nintendo launches its long-awaited 64 bit console, the Ultra 64, co-developed with Silicon Graphics. This machine, which debuted in Tokyo late November, is substantially more powerful than its rivals and even offers graphics features unavailable in dedicated CG boards such as Sega's Model 2 (which powers VF2, Sega Rally and the forthcoming Manx TT).

Originally, Nintendo built up Ultra 64 hype through the arcade industry, claiming that the coin-ops designed in co-operation with Williams (Cruisin' USA) and Rare (Killer Instinct) were powered by the console's revolutionary hardware. The fact that the console's hardware was far from finished at this point meant, of course, that the only thing these coin-ops had in common with the Ultra 64 was the logo on their cabinets.

The absence of Killer Instinct 2 from the U64 debut line up in Tokyo has led some to speculate that the game will make an appearance first at a coin-op event. Such a move would bring Nintendo back into the coin-op arena with a powerful and exceptionally low-cost pcb. The console itself will cost only £240 when it goes on sale in Japan in April.

It also looks as though Nintendo is eschewing the coin-op conversion route in favour of the development of original software for its 64 bit machine. This could be a smart move. While coin-ops are, by their nature, big on thrills and low on lastability (with the exception of sophisticated fighting games such as Tekken II and VF2), Nintendo is trying hard to forge a line up of games that will deliver a depth of play rarely experienced in the arcade.

But Nintendo aside, video game consoles will remain dependent on the arcades for a range of playable software. In technical terms along, consoles still present

not great threat - their limited processing abilities and lack of memory are no match for the latest CG-driven dedicated units, and they throw up real problems for programmers converting the latest arcade games.

INCREASING EXPERTISE

But consoles can offer a close enough approximation to the original to make them a good substitute. Put Saturn Sega Rally or even more so, Saturn Virtua Fighter 2 next to its arcade parent and see just how close the games are getting. It's this increasing expertise in converting state of the art coin-ops that could ultimately lessen the appeal of the arcade for the home video game player. But of course, as long as coin-op games appear well ahead of their console equivalents it's debatable just how much coin-op business will decline, if at all. After all, PlayStation owners will



still play Tekken II in an arcade until their home version appears.

Ultimately though, it is the dedicated nature of modern coin-ops that will ensure the survival of the arcade industry. Exciting new units such as Sega's forthcoming Manx TT may not represent a noticeable leap in graphics technology - that won't come until the next generation of coin-op CG boards arrive later this year - but its custom sit-on bikes deliver an experience that home games players can only dream of.

This is the direction that the coin-op industry will have to continue to travel in if it is to keep punters pumping in the coins. Expensive gaming arcades, such as those pioneered by Sega and Namco, are a risky venture for an industry dogged by the stigma of grotty seaside gaming halls. But hi-tech venues are necessary if the industry is to broaden its appeal and reach an audience that wouldn't even consider buying a PlayStation, never mind those waiting for the home versions to appear.

THE LATEST IN OFF ROAD INSTRUCTION

"I regard Real

American police Sheriff Charles Gillingham swings the wheel of his patrol car abruptly. The tyre screech, fight to hold the road. A wall looms up suddenly; the car is losing control. Then the world goes blank. The lights come back on.

"You can't do things like this," he grins. In real life, no, but he can with the Real Drive simulator. It provides "real dangers without the risk". The advantages for training drivers are enormous.

"My people wouldn't have to repair a car, nor would the officer have to go to hospital," says the sheriff. Instead, they learn how to cope with dangerous situations. At present, the priority target is young drivers, who account for a disproportionate number of serious crashes.

Australia's In-Mar-Tech and US firm Illusion Technologies developed the high-technology simulator in association with the state of Victoria's Traffic Accident Commission and Monash University in Melbourne.

New Zealand road safety organisations, including the AA's Driver Education Foundation, are studying the simulator. In Christchurch, Dr Morgan Fahey, who wants to set up a driver training and education centre at Wigram Airbase, is also assessing it.

The technology used in the \$NZ2.3 million Real Drive simulator was unheard of just a few years ago, say its manufacturers. It is better than video game reproduction, but cheaper than the kind of technology used for training fighter pilots.

The Silicon Graphics "reality engine" at the heart of the simulator has the same power as 1000 desktop computers.

The simulator is housed inside a huge truck towed trailer unit that can be driven to schools and community centres. It has three parts: the generator room, the simulation room (the car), and the computer control room. An instructor can vary driving conditions and measure a driver's performance. It shows pedestrians, intersections, and town and country driving.

The driver sits in a car with a 180 deg view forwards and there is also a rear vision mirror. Four projectors enhance the sensation of reality. "Road feel" is communicated through the steering wheel to provide sensations of driving on all kinds of road surfaces. The screen acts instantaneously to every touch of the steering wheel, accelerator, steering wheel, brakes and gears.

Drive as an essential research tool to reduce the very high over-involvement of young drivers in crashes," says Dr Alan Drummond, of the Accident Research Centre at Monash University.

"A comprehensive understanding of driving performance is the key to our approach, and this can only be realistically approached through simulation technology like Real Drive."

He says advanced and accessible technology has much wider applications too: traffic systems can be tested for proper functioning, safety of use, reduction of human error, and customer satisfaction.

Other areas that will benefit from the use of Real Drive include head-up display design and interior navigation systems.

Imagine warning signs appearing in graphic form on your windscreen: fighter pilots use this technology now. Professional drivers, including emergency services personnel can use it to test and modify their high-speed driving abilities.

At present, the system is being trialled at schools and community centres throughout Victoria. It has also gone on a road show in the United States, and will also feature at European trade shows.

The effects of alcohol and drugs can also be safely tested. Older drivers' capabilities can also be safely evaluated. Another area that has not been explored, but which could be significant, would be the effect passengers have on driving behavior.

James Vorhess, of American company Illusion Technologies says that, in real life, "You can't make someone run a stop sign, you can't make a pedestrian run out in front of you, you can't suddenly have someone change lanes.

"You can do that in a simulator safely, and learn how to avoid the accident, and how to think while you are driving.

Courtesy Christchurch Press



PEOPLE POLITICS: THE KEY TO SUCCESS

In these days of re-engineering business processes, learning organisations and massive organisational change, it is important for managers to remember that organisations do not exist.

Organisations are not commodities or things. They do not exist in the sense that this book exists. No one can show me an organisation, as one can show me their car.

Organisations are processes. Organisations are made of people in relationships with other people. That is all there really is. Of course we formalise and legalise some of those relationships. We come to agreements and establish rules, regulations, policies and procedures.

However, we must remember that organisations are nothing more than social contracts and relationships among people.

Why does this matter to me as a manager at work?

Remembering that organisations are relational processes, not things, help us stay aware of the fact that if you want to change your organisation, there is no organisation for you to change.

What there is for you to change is you and the relationships, habits, expectations, agreements, rules, regulations, policies and procedures that have been established in the past. What we are really talking about when we consider changing our organisation is changing the behaviour and mind-sets of people, and changing the people-related and people-perpetuated systems that are involved in our work.

Therefore, the basic skills involved in all successful management and organisational change are relationship and interpersonal skills.

People do not like, need nor want to be dominated and controlled. Loss of control has been proven to lead to learned helplessness and eventually to physical and mental illness and death.

This begs the question, "How do I

manage someone if I do not direct them and have control over them?" The answer lies in the area of relationships.

People everywhere share the same basic need to be understood and valued - a need that, when unmet, is at the bottom of many organisational conflicts, management problems and miscommunications.

Relationships are based on a degree of shared influence and on dialogue. There has to be both talking and listening, both giving and taking in order for a relationship to be healthy and effective. We also know that commitment to the continuation, growth and development of the relationship is essential for success.

Another critical element in successful relationships has to do with discussing, establishing and then following some set of ground rules. Ground rules in relationships help define the safe areas wherein we can operate, as they help distinguish the areas that may be sensitive or off-limits.

A final essential element found in sound relationships is communication and the sharing of information. Information is the life-blood of organisations because it is the life-blood of relationships.

Just as organisations are built of people in relationships, relationships are built of communications. The only thing that really happens in a relationship is the sharing of information. It is necessary for people to have timely and accurate information regarding expectations, plans, goals and objectives. In the absence of this information people will generate their own inaccurate and poorly timed information, often referred to as rumour.

Successful managers must of course, be technically competent. However, technical competence is necessary, although not sufficient condition for success. It is with the addition of interpersonal and relationship competence to technical expertise that we see true managerial and organisational success.

Written by James Carlopio



Atari's Jaguar, which has suffered from a lack of worthy software.

Sony, a relative newcomer to the home video games market, has won immediate favour in the console industry where its PlayStation system has got off to an astonishing start in the five months since its UK launch. The machine was released in Japan in November 1994 and has done well to break into this traditionally Nintendo dominated arena.

Its reliance on the coin-op industry cannot be underestimated though. Having launched with an impressive conversion of Namco's Ridge Racer, it has since made efforts to introduce console hardware into the arcades in the form of its superb fighting game Tekken. Released in arcades in early 1995, it appeared on the home console (in identical form) just a month or so later.

Leveraging arcade profile into the home at the same time as creating that profile in the arcades has rarely been a successful move. But in this case it seems to have worked - at least if sales of the game and the machine are anything to go by. Whether success in the home can sustain a run in the arcades is far more debatable.

MARRIAGE OF INCONVENIENCE

Ever since the birth of the coin-op / console hybrid back in the days of the Nintendo Play Choice Ten, and systems such as Mastertronic's Amiga based Arcadia system, there has always been an unhappy air of betrayal undermining this marriage of loyalties. Game players were quick to disregard those machines that failed to offer a leap over technology available for the home, and arcade owners felt cheated when the games were made available for a fraction of their on-site cost. With the exception of the Neo Geo system, which has enjoyed a decent run in



both sectors, the use of console technology to fuel arcade profits is a notoriously unreliable business.

Sega's Saturn system adds further weight to this argument. Launched a week before PlayStation

in Japan last year, Sega has since attempted to use the Saturn's internals in its range of ST-V (Sega Titan Video) coin-ops. Unlike Namco, Sega seems unwilling to involve its key R&D departments in the development of new ST-V games and the titles released so far in Japan and the US (Golden Axe: The Duel, Final Arch, etc) have failed to excite arcade-goers and Saturn owners alike. Instead, the company is ploughing its resources into converting its flagship 3D titles and has so far achieved varying levels of success.

Technically the Saturn has often been regarded by games programmers as a complicated and poorly designed system, and the first wave of software authenticated that belief. A relatively poor version of Daytona USA sowed seeds of doubt in the minds of game-players, especially in the light of Namco's superlative PlayStation Ridge Racer (which isn't quite so superlative in its letter-boxed and slow UK PAL version).

SURPRISING NEW BREED

Surprisingly though, the second wave of Saturn software (Sega Rally, Virtua Cop, Virtua Fighter 2) has been met with astonishment. In fact, you could be forgiven for thinking this new breed was running on a brand new console. A year ago, no-one would have thought that a convincing version of

Virtua Fighter 2 would be possible on the Saturn. Now we have the game running on a console with the same level of detail and the same speed of animation. Naturally, there are concessions, but they are subordinate to an impeccably crafted game that stands up regardless.

Where the real competition



PUSHING BACK THE HOME FRONTIERS

Home video systems have long posed a serious threat to the arcade business. Jason Brookes, editor of Edge magazine weighs up the latest console competition.

The video game is dead. Long live the home video game. In the pcb market at least this message has gradually become etched in the minds of most arcade operators. In the space of 15 years home gaming consoles have eaten into the core of the amusement business, slowly eradicating the superiority that coin-op technology has held over its household equivalent.

In the early 1980s the first wave of console technology posed little threat to the R&D labs of Japan's major arcade companies. As soon as a perfect version of Space Invaders was available on the Atari VCS in 1981, Namco and its rivals were already redefining the state of the art with more colourful and more exciting Invader clones such as Galaxian and Galaga.

Home systems had little chance of keeping up with such technological breakthroughs. While there is little doubt that toy companies such as Atari and Matel stole business from the burgeoning coin-op market, equally, the new found competition spurred the arcade companies to develop more exciting games and technology.

THE SPRITE'S THE LIMIT

This situation resulted because of the limits of the 2D sprite-based arcade game. After all, arcade companies were finding it increasingly difficult to get extra mileage out of what were essentially flat backgrounds and sprites. Coin-op characters became bigger and backgrounds more numerous, but a plateau was reached when no more colours could be added and the number of parallax

backgrounds scrolling past became more of a distraction than a benefit to the gameplay.

Talented console programmers could emulate these effects as demonstrated in the release of the phenomenally successful Street Fighter II. But again, one year it was seen as a state of the art arcade game, the next everyone was playing a near perfect version at home.

Something needed to happen to save the industry from languishing in a technological no-man's land.

POLYGON SAVIOUR

The advent of real-time 3D graphics over the last few years has done much to silence the death knell of the coin-op industry and the release of the revolutionary CG boards such as Winning Run, Virtua Racing and Ridge Racer has been heralded as the saviour of an industry endangered by the burden of stagnating technology.

But there is a price. Whereas an arcade operator would only need to shell out hundreds of dollars to introduce the latest pcb, the growing dedicated market makes huge financial demands that only the most successful machines can recoup. To make things worse, a new breed of home technology already threatens to deliver the same level of performance.

There are several systems gunning for the 'arcade experience in the home' market. Sonys PlayStation and Segas Saturn are currently the best placed machines. They already offer a good selection of games and some impressive technology.

On the periphery there is 3DO which has failed to make it into the console mainstream, despite its earlier aspirations as the "VHS for home entertainment." Further afield there is SNKs Neo Geo (also co-existing in a painfully slow CD-based format) and



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JAPAN

The flow of cash from pachinko games in Tokyo to Communist North Korea is drying up, according to our Japanese correspondent.

It has been widely accepted for years in Japan that most of the lucrative returns from Japan's 18,000 pachinko parlours go to North Korea, where hard currency is desperately needed.

It is thought that as much as 30% of the pachinko industry is controlled by North Koreans living in Japan who send home large quantities of their profits.

Annual sales in the pachinko parlours tots up to an astonishing \$NZ400 bn and it is an

open secret that much of pachinko in Japan is controlled by gangsters.

The Japanese police now reckon that around \$NZ882m is going from Japan to North Korea from the proceeds of pachinko.

But in recent times this has dwindled to a mere \$NZ150m mainly because North Korea's poor state is discouraging expatriate Koreans from keeping the country afloat.

Nevertheless, there are many political pressures on Japan to close the door completely, mainly from the US which has repeatedly accused North Korea of fostering terrorism.

METAL SLUG

This robotic war game where two players can conduct a space age battle to destroy the enemy. Good graphics and high action game play make this a popular game from the Neo Geo stable.

This game continues to be very popular and is back in stock at your local agent after a further shipment has arrived.

KING OF FIGHTERS 96 is also soon to be released and test units are competing exceptionally well at the time of writing. Delivery expected in early August.



NEW OFFENSIVE FOR TIMEZONE

April saw Timezone, Australia's largest manufacturer and distributor of coin-op products, kick start its \$NZ63 million national expansion programme with the opening of its latest entertainment centre in Brisbane. The move comes as part of an offensive to challenge market new comers, Village 9 Leisure and Sega.

In the process, Timezone's image and centre layouts have been completely overhauled by the architectural firm, the Buchan Group as part of a \$NZ3 million investment.

The new Brisbane concept is the first of many which will target an older audience



and will be supported by a \$NZ7 million advertising and promotional campaign over a two year roll out period.

A second new concept centre is already underway at Innaloo, Western Australia while other existing centres are due to be refitted.

Timezone is also investing heavily in the development of new products and attractions. It is currently negotiating the rights to virtual reality technologies to be included in future centres.

The company is also developing a new office, manufacturing and research complex in Perth which will represent a further \$NZ15 million for the 17,000 sq.mt. facility.

FUTUROSCOP

Futuroscope, France has installed its 15th Imax 3D simulator with flat 600 sq.m screen, as high as eight storey building. The first film, Wings of Courage, cost \$NZ22 million, and was produced by Colombia Studios.

Elke Stolzenberg, of Super Cinema 3D with Evzen Thondel of Delta Pragolet, Czech Republic, and the new four seater moving seat unit.



TRUMP CASINO

The Trump Casino, built by Atlantic Marine of Jacksonville, Florida,

commenced gaming last month.

The elegant triple deck gaming vessel, built for Trump Indiana Inc, was completed within the scheduled nine months.

Designed by Rodney E Lay & Associates, the new 288 ft new Casino Cat features sophisticated heating, air conditioning and ventilation systems. These work to ensure passenger comfort in the 37,300 sq.ft. of gaming space situated within three ballroom sized casino decks. The decks can accommodate 2,000 passengers. This is the eleventh casino built by Atlantic.



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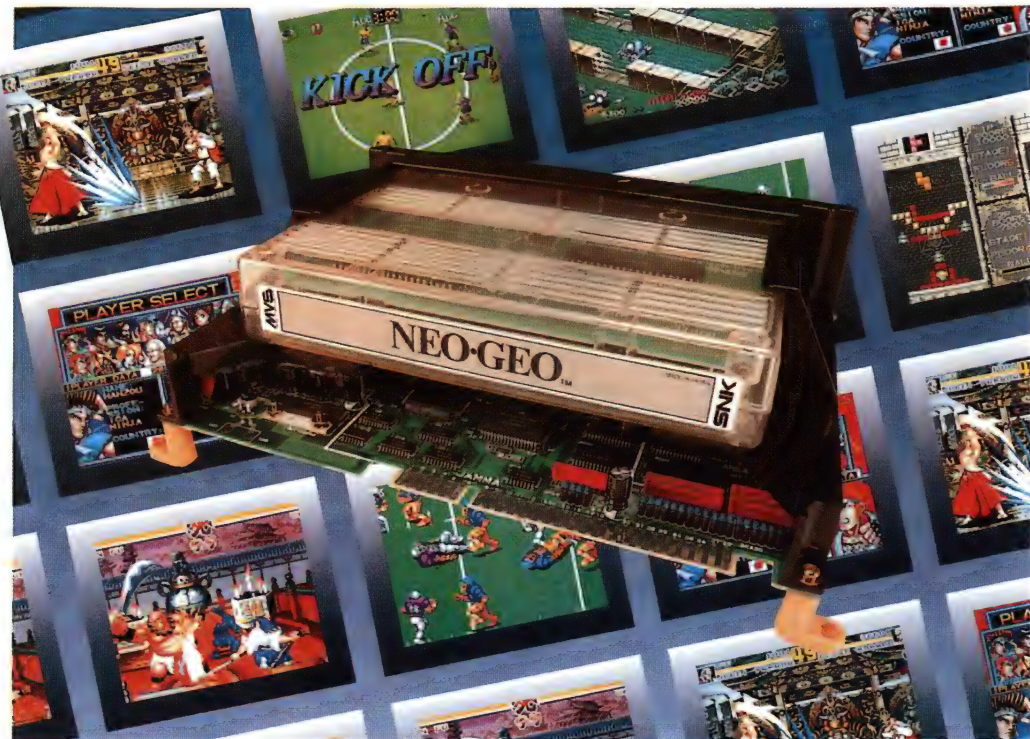
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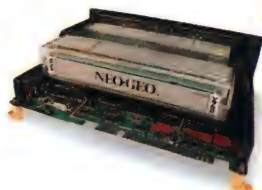


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The Future Is Now
SNK

A large, ornate pinball machine for 'Tales of the Arabian Nights'. The machine features a blue genie character holding a flaming orb, a starburst graphic with the text 'EVEN BETTER THAN ATTACK FROM MARS STOCK DUE EARLY SEPT.', and the phrase 'Your Wish Is Granted.' The machine is highly detailed with various game elements and artwork.

Tales of the Arabian Nights

EVEN BETTER THAN ATTACK FROM MARS
STOCK DUE EARLY SEPT.

Your Wish Is Granted.

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TAIWANESE CLOSURE CONTINUES

The closure of the Taiwan coin-operated amusements business, reported in our last issue, continues, according to our Taiwanese correspondent.

The market is still closed, but the police remain very active. More than 100 policemen, some of them high ranking officers, have been arrested and the prosecutor's office has asked for sentences from two years to life, for corruption connected with the amusement industry. Most of the offenses are for accepting or forcing bribes.

"There has been a great deal of action, but nothing has been said yet about the promised new laws. This has resulted in a tremendous drain on the local coin machine market. Operators have begun to sell their equipment, even though it may be perfectly legal, but they are desperate to maintain cashflow. Even some of the biggest names in the

business in Taiwan are suffering.

"Most of the international suppliers working out of Taiwan have some percentage of domestic trade and this has completely stopped. The percentage of exports built into a company's trade is now the deciding factor for whether or not they survive the crisis."

Even so, many of those international suppliers are receiving regular visits by the police and by customs who examine both incoming and outgoing products.

Some companies complain of an absence of TV monitors because customs suspect that the chassis might be a gambling game board. Letters of credit are expiring although the goods are sitting at the docks while their origin and contents are explored by officials.

NSM INTRODUCES NEW MARKETING TOOLS

As part of an ongoing effort to assist operators, NSM America recently introduced a series of informational tools for operators of its CD jukeboxes.

These materials, which come in the form of pamphlets and booklets, were recently introduced to NSM's distributor network and are now available to operators. "The overall goal of making such tools available is to help the operator increase his profits within their locations," said NSM senior vice president John Margold.

"This can be achieved in many, less obvious ways, from improving the arrangement of equipment within the location to making the

location better aware of the other services which the operator provides," Margold continued. "While many of these ideas are based on common sense, it may be enlightening to the operator who is too up to his neck in his work to realise the effect of such efforts."

Distributor response to the program has reportedly been very positive. "As a distributor, these materials provide us with an excellent means to support the NSM product line," said Viking Vending's Jim Groeschl. "It helps our operators improve their businesses and become stronger. Overall it creates a win/win situation."

AMERICAN DREAM PARK TO OPEN IN CHINA

The first American Dream Park, which is due to open in August in Shanghai, People's Republic of China, has been the beneficiary of specialised training provided by International Theme Park Services Inc. of Cincinnati, Ohio.

ITPS is a consulting company that specialises in theme park design and operation. ITPS president Dennis Speigel is one of four partners that formed the American Dream Parks and Entertainment Group in 1994, a Hong Kong-based entertainment development company that plans to build five major theme parks in mainland China in a five-year period.

The first two parks will open late this summer, one in Shanghai and one in Guangzhou. ITPS has been responsible for the feasibility, design, master planning, operations planning, training, and recruitment of senior management. In addition, ITPS is presently conducting training for both American Dream Parks.

The mission is to "develop and operate the leading chain of theme parks in China, providing wholesome family entertainment of a world-class nature in an exciting, quality setting at affordable prices."

My Grandfather once told me that there are two kinds of people; those who do the work and those who take the credit. He told me to try to be in the first group; these was less competition there.

Indira Gandhi, former prime minister of India



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Coin and Spactect Coin will be combining to display a number of new and innovative amusement products. Take the opportunity to visit our stand at this excellent venue and to see what the future will offer.

One of the pitfalls people over forty fall into is thinking that it's too late. It's an old cliché but the simple fact is that it's rarely too late for anything.

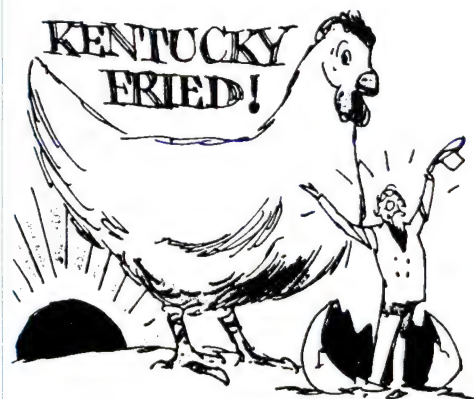
Some years ago a man over sixty was offered US\$200,000 for a restaurant-motel-service station business that he'd spent his life building up. He turned the offer down because he loved the business and wasn't ready to retire yet.

Two years later, at age sixty-five, he was flat broke with no income to look forward to but a small Social Security check each month. The state had built a new highway bypassing his business and he lost it. Most people would have been crushed by such a blow, but he refused to give up.

Instead, he took stock. There was one thing he knew how to do - fry chicken. Maybe he could sell that knowledge to others. He kissed wife good-bye and in a battered old car, with a pressure cooker and a can of specially prepared flour, set out to sell his

idea to other restaurants. It was tough going and he often slept in the car because there wasn't enough money for a hotel room.

A few years later he had built a nationwide franchised restaurant chain called Kentucky Fried Chicken. The man was Colonel Sanders.



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2ND HAND UNITS
NOW AVAILABLE**

Coin Up To The Next Generation Of Multiplayer Gameplay.

Prepare yourself for the most intense arena battle you've ever imagined. Your objective as a T-MEK Warrior is to destroy all of your challengers in an arena full of deadly alien drones and enemy bosses. Choose your MEK and arena wisely!

- Head to head game play draws both beginner and advanced players.
- Six arena and six MEKs to choose from.
- CAGE Total Immersion

Audio: Atari's new proprietary digital sound system.

- Link Capability for up to Four Player Competition.



TIME WARNER INTERACTIVE

Atari Games Corporation 675 Sycamore Drive Milpitas CA 95035 (408) 434-3700

New Zealand News

In August we will release the following new products:

War Gods - Williams new fighting game
Super Puzzle Fighter - Capcom

Star Gladiator - Capcom

Neo Geo - King of Fighters 96

New games available ex stock:

Time Crisis

Neo Geo Metal Slug

Neo Geo Ninja Masters

Area 51 Kits

Fighter Vipers Kits

Dungeons & Dragons 2 Kits

Soul Edge 1

Rumours are rife that a new unexpected driver from Sega probably utilising stage 2 hardware (the same as Rally) will be released sometime in September. This is unlikely to be the long awaited Daytona 2 which is still expected sometime in early 1997.

War Gods has been the subject of a number of rumours particularly in the USA where it was suggested that this game would miss the coin-op market and go straight into home systems. The home systems have been suffering over the last 6-8 months for good new games and Williams had the opportunity after some very good test information to take advantage of this gap. Happily this unit will still come to our market first and will be released longer term (6-12 months) later in the home market according to Williams.

AUCKLAND

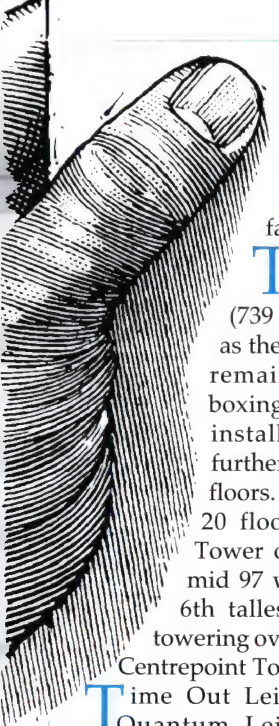
Our new 0800 TIMEOUT sales number kicks off this month and allows

operators from throughout NZ to catch up on the latest stock information and product releases from full time sales people familiar with our industry. Why not give them a call. Local areas distributors are as always available and keen to assist with all products.

Watch out for the "Coke Expo" in Auckland again this year and with expected attendance over 5 days of 40,000 young people. Should be good for local business.

During a visit to Poland last year Alice Newman discovered family members that she had believed lost during World War 2. To her surprise Alice discovered that she had an uncle in Sweden. This discovery led to other family members including an Aunt in Israel, another in France and cousins in the USA. The latest visit to the USA on the 25th June for the long awaited family reunion was a international affair with interviews by Paul Holmes preceding her departure from NZ and an

interview with TV International upon her arrival in New Jersey USA. Many good times were had by all involved and Alice arrived back in Auckland on the 8th July to another interview with Paul Holmes. Many people have recognised Alice from the televised interviews on Holme's that aired before and after the reunion with the result that she is somewhat of an international celebrity at



this time. We take this opportunity to wish Alice and Roger all the best with the welcomed recent additions to their family.

The HarrahsSky Tower is now 225.30 metres (739 feet) above ground level as the last month has seen the remaining external sliding boxing removed, safety rails installed & the pouring of further intermediary concrete floors. Currently 8 of a total of 20 floors have been poured. Tower opening is on target for mid 97 when it will become the 6th tallest tower in the world, towering over the likes of the Sydney Centrepoint Tower & the Eiffel Tower.

Time Out Leisure, Auckland Coin, Quantum Leisure, Magenta Coin, Spacetec Coin and Coin Cascade are combining to display at the Foodservice XPO from Sunday 11th - Tuesday 13th August at the NZ Expo Centre in Greenlane. The display will feature the latest in pool tables and entertainments for bars and clubs. All enquiries are welcome and we look forward to seeing you there.

Stages TimeOut in Downtown Auckland has undergone some recent changes to staff, in particular; Resource Manager, Jackie King has left, Senior Customer Services Staff Malcolm Boogert has left to go on the big OE to the UK. We wish both Jackie and Malcolm all the best in their new ventures.

In recognising the importance of your enquiry & the need for a clear & logical answer, the TimeOut Group offers you yet another way to take advantage of our monthly specials:

TOLL FREE 0800 84-63-68 (TIMEOUT)

You can now call **Free of Charge** from anywhere in NZ & speak directly to a sales person about any of the products or services offered by TimeOut Leisure, Magenta Coin, Spacetec Coin or Coin Cascade by simply dialing:

TIME OUT

0800 84-63-68 (TIMEOUT)

This new service is now available Monday to Friday during normal business hours. Think Toll Free, think

0800 84-93-98 (TIMEOUT)

for all your coin-op game requirements **CALL NOW**

of course you can always ring your local agent as normal for all services.

HAMILTON

A well known operator rang the other day wanting to buy some new machines. Trying to ring a farmer during calving to sell him something is not an easy job particularly with the weather we have been having. Hope all the calves arrived safe and sound John.

The Pinball Co will be expanding their Tauranga multiplex games area up to 2,000 sq.ft. due to open September, with the addition of an extra two cinemas. This expansion will bring the complex up to seven cinemas.

New Plymouth Top Town cinema complex is also expanding their games area from 1,000 sq.ft. up to 2,000 sq.ft. with a similar opening date.

The Pinball Co recently relocated in larger premises located at 17 Lake Road. These new premises will include a range of new and used product and will include pool tables.

OHAKUNE

The only good news for operators in this area appears to be that while NZ has a number of good ski fields (particularly in the south) it only has one active volcano giving daily shows. This has meant that visitors are now tourists looking to witness this unique occurrence and this is helping the local economy. The local ski industry however has no such additional revenue and this season will be very difficult for many of them.



TIME OUT

ACCOUNTANTS CORNER

There is nothing more important to any organisation than its customers, and they should be treated accordingly. If you look after, and keep your existing customers, it is far cheaper than trying to find new ones. If the present ones are happy then they introduce new ones.

The most important element in customer satisfaction is not quality, response time, or accurate billing, all of which are necessary, but the customer contact within the company. It is, therefore essential that staff to customer contact at all levels is of the highest quality. This applies at any time, and particularly during the lunch hour when regular staff may not be available to field enquiries. To avoid creating an unfortunate impression of your company use an experienced, knowledgeable employee, and make sure he or she understands basic business telephone procedures as well. Better still, have enough staff on hand to properly service customers all the time but particularly the busy times.

Customers should not know as much about your company or business as you do, so don't be condescending when customers ask questions or make mistakes, and don't confuse them with industry jargon.

Correct them politely. Never criticise, and never project the feeling that you are irritated at being interrupted, they are the reason your job exists.

Make customers feel good about you not just your product. This can be done by paying attention to the little things that may not be in your job description or doing things you don't get paid

for. Like offering assistance to get the goods to the customers car.

Respond to a customer who is obviously in a hurry, and work quickly to help that customer on his way.

Save the customer a return trip and increase the value of the sale by suggesting they buy items complementary to those already bought, for example chips and splits with spirits, or paint brushed with paint.

Reduce confusion by filling in forms as necessary and leaving the customer to complete only that which they must.

Make finding things easy with large, clear signs.

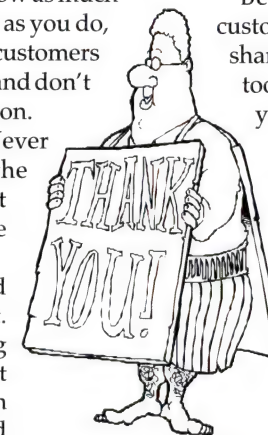
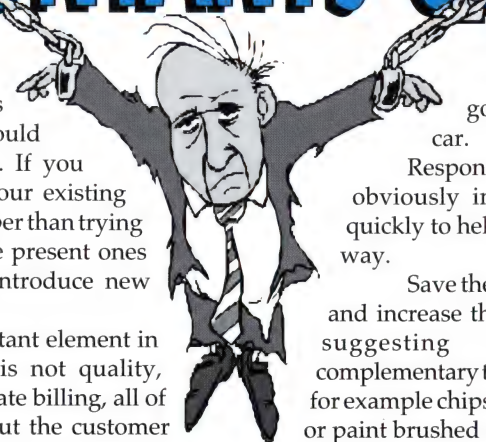
Never say no to a customer - everything is negotiable - meet their requirements - somehow.

Know your competitors product better than your competitor does and beat the competition by concentrating your resources in areas where you have a clear, competitive advantage.

Be punctual for meetings, your customer's time is important too. Dress sharply and behave properly so you, too, look like the superior product you are selling.

And a final suggestion, provide customers who order frequently with a computer terminal at their premises so they can use it to place orders, check prices, or determine the status of the order. Even the trading banks now do this for you.

It is actually very simple "DO UNTO OTHERS AS YOU HAVE THEM DO UNTO YOU".



TIME OUT

TIME OUT

AUGUST 14-16

FEC Asia '96/Theme Parks & Attractions '96
Singapore International Convention & Exhibition Centre, Singapore
Contact: AIC Exhibitions
Tel: +65 222 8550, Fax: +65 224 6328

AUGUST 25-29

National Indian Gaming Association Annual Convention & Trade Show
Colorado Convention Centre, Denver, USA
Contact: Barbara Johnson
Tel: +1 202 546 7711, Fax: +1 202 546 1755

AUGUST 26-29

Leisure & Sports/Leisure Boat Shanghai '96
Shanghai International Exhibition Centre, China
Contact: Genstar Advertising Int'l Ltd
Tel: +852 2511 3868, Fax: +852 2519 9837

SEPTEMBER 1-3

Australasian Gaming Expo '96
Sydney Convention & Exhibition Centre, Sydney
Contact: Exhibition Management Pty Ltd
Tel: +61 3 9646 4044, Fax: +61 3 9646 1828

SEPTEMBER 5-7

European Billiard Expo
Maastricht Exhibition & Congress Centre, Holland
Contact: Billiard News
Tel: +43 6412 7635, Fax: +43 6412 763615

SEPTEMBER 12-14

JAMMA
Nippon Conv. Centre, Makuhari Messe, Japan
Contact: JAMMA
Tel: +81 3 3438 2363, Fax: +81 3 3438 2721

SEPTEMBER 18-21

IAAPA Summer Meeting
Myrtle Beach, South Carolina, USA
Contact: IAAPA
Tel: +1 703 836 4800, Fax: +1 703 836 4801

SEPTEMBER 26-28

AMOA Expo '96
Dallas, Texas, US
Contact: Fred Newton
Tel: +1 312 245 1021, Fax: +1 312 321 6869

OCTOBER 1-3

1996 World Gaming Congress & Expo
Las Vegas Convention Centre, Las Vegas, USA
Contact: Gaming & Wagering Business
Tel: +1 212 594 4120, Fax: +1 212 714 0514

OCTOBER 9-12

1996 Fun Expo
Sands Expo Centre, Las Vegas, USA
Contact: Bailey Beeken
Tel: +1 914 993 9200, Fax: +1 914 993 9210

OCTOBER 17-20

ENADA 1996
Operative Centre No.4, Rome, Italy
Contact: SAPAR
Tel: +39 6 440 3686, Fax: +39 6 440 2718

NOVEMBER 5-9

AMOAQ International Convention '96
Royal Pines Resort, Gold Coast, Australia
Contact: Ken Priest AMOAQ
Tel: +61 7 841 1021, Fax: +61 7 841 1332

NOVEMBER 15-17

Slovakia Sho '96
PKO Fair Area, Bratislava, Slovakia
Contact: Ing. Branko Smilnak
Tel: +42 7 521 1622, Fax: +42 7 235 424

NOVEMBER 20-23

78th Annual IAAP Convention & Trade Show
New Orleans, Louisiana, USA
Contact: Joe Rubel, IAAPA
Tel: +1 703 836 4800, Fax: +1 703 836 4801

NOVEMBER 28-30

JAMMA Hong Kong Exhibition
Hong Kong Convention Centre, Hong Kong
Contact: JAMMA
Tel: +81 3 3438 2363, Fax: +81 3 3438 2721

DECEMBER 10-13

Amusexpo/ForainExpo 1996
Le Bourget, Parc des Expositions, Paris, France
Contact: Blenheim
Tel: +33 1 4756 2107/08, Fax: +33 1 4756 2110

JANUARY 21-23

ATEI/ICE
Earls Court 1, London, UK
Contact: Peter Rusbridge
Tel: +44 171 713 0302, Fax: +44 171 713 0446

JANUARY 22-25

Ima '97
Frankfurt Fair Ground, Germany
Contact: Blenheim Heckmann
Tel: +49 211 901 9133, Fax: +49 211 901 9127



TAURANGA

Looks like we will see at least one and possibly two new centres opening in this area soon.

Long term this area and the Mount will compete with Queensland as a great and warm place to go for holidays or to retire, but in the short term.

WELLINGTON

Spacetec coins two holiday makers Ken and Cainen have recently returned back from their awesome fishing trip in Gisborne. While there they were treated to some excellent hospitality by Gisbornes only and only John Bain (Take Time Arcade).

The first day of fishing had to be the best with Cainen and Ken pulling in some excellent catches including Teraki, Snapper and Red Cod. Unlike John and his bad luck run (namely with help from a lot of blind eels on and all over his line). The day was topped off by an attack on Johns boat by a twelve foot Mako shark. Many attempts were made to catch this shark but it was too evil and had to stay in the sea to fight another day. Also they got to see a highlight of Poverty Bay Rugby with Poverty Bay going down in a big way to the Fiji (even the invitation All Blacks couldn't help them).

Thanks to John Bain and his family for the excellent hospitality (see you guys in February for the fishing nationals).

HERES A FISHY TALE

Mark Lindsay of Comet Entertainment turned up to a polytech site recently after their holiday break and initially couldn't quite work out what was different from before. Then the penny dropped some slippery customer had stolen the rubber fish off the top of his Fishtales pinball. Luckily Spacetec Coin were able to supply him with another one from a defunct pin in their warehouse and all's well again.

Tony and Ron from Lunar Park Arcade recently purchased three pot black pool tables from Spacetec Coin to install in a nearby bar and word is their expecting a record ROI if figures continue.

CHRISTCHURCH

With nothing to do these days the office staff decided to compose a short poem in an attempt to win the local radio station office shout. After performing live on local and south island radio the whole factory was treated to a morning tea shout. It is amazing how thin you can slice a sausage roll.

TIMARU

Fun Bank has combined with a local trade card venture and now not only provides the latest in new machines but also the latest in tradable cards. Both areas attract about the same group and both businesses have benefited from this new venture.

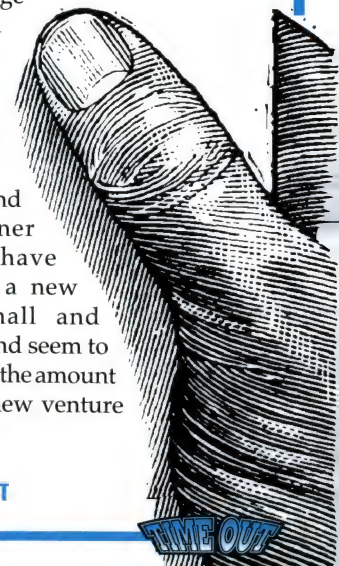
DUNEDIN

With the weather providing a share of snow to areas other than the snow fields it is not surprising that Video Tech is becoming a little frustrated about when their new workshop will actually be finished and available for them to move into.

QUEENSTOWN

An ill wind blows not good" is not the case for ski operators here. North Island and international skiers and reluctant to take the chance up north and are now skiing Queenstown in large numbers. With good snow and good fields this will be a boom year for operators in this area.

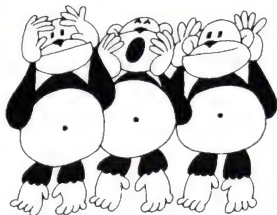
Mike Mann and new partner Steve Brown have recently opened a new licensed pool hall and amusement area and seem to be very happy with the amount of business their new venture is enjoying.





FUN EXTRA

Redemption games are a very important part of any FEC and should be earning a good portion of the total revenues. If your redemption games are not one of your better sources of revenue, perhaps you are under the "spell" of one or several of the myths that are "cast" around the FEC industry about redemption games:



MYTH NO.1 (the biggest myth of all): "You only buy the redemption games 'once' for your FEC and they will last forever. All you have to do to keep making money is to change the merchandise." This myth goes back to the old amusement part era and the 1950s on the New Jersey Shore boardwalk arcades and is preached even today by some who are in the business of selling redemption games. FECs are a different animal. 85 percent of an FEC's customer base is made up of 'repeat customers', unlike the transient customers who visit large amusement parks and boardwalk arcades once or twice in a season.

People love to visit new places and see new things. Many FECs are seeing their revenues decline after the first year. The smart ones realise that 'everything in their FEC must change as often as possible to constantly (every month) bring in new redemption games and upgrade some existing models. We all know that video games need to be changed (rotated) at a minimum rate of 5 percent per month. Of course, there are special redemption games that will stay on location longer, but even Skee-balls need to be upgraded nowadays. The game layout positioning should also be changed as often as possible and customers will 'perceive' that several different games have been brought in that they hadn't noticed before.

It just fascinates me no end to hear customer reactions relating to 'change'. For example, in one of our FEC locations that has 110 games, we had just brought in three new games and moved around another dozen games to new positions. When the customers came in we heard comments: "Wow!" Look at all the new games that just put in!" and "There must be 20 new games here!"

MYTH NO.2 When it comes to birthday party driven FECs, we hear: "Little kids will play anything that dispenses tickets." This may be partially true for very small children, but let me pose a very important question? "Who is the customer, the small child or the parent who brings that child?" This isn't a trick question. Logic dictates that "both are the customer" and "both need to have an excellent experience." Parents are very sensitive to 'value'

and even if the small child is having fun, don't every forget that the parents are also evaluating the experience from their own perspectives.

Redemption games need to offer an 'entertainment value' plus a 'reward' (combination of number of tickets and 'hit frequency') that is consistent for each game. This will take an entire

article or seminar to fully explain (look for the "3 Basic Concepts of Redemption" in a future column) but the point here is that a redemption game needs to have a high entertainment value and that this translates into the fact that new redemption games (and they keep getting better and better) need to arrive at your FEC on a regular basis. The old ones are certainly not helping the image of your business.

MYTH NO.3 "I can make a profit on the redemption counter by putting higher point values on the merchandise. The customers will never know." What a big mistake! Greed can cause the demise of any business! The whole idea behind redemption is to make sure that the customers get good value for their money.

"Perceived value" is what a customer feels an item is worth. For example, if your customer can purchase an item in a store for \$3, they will feel great if they can win enough tickets to redeem that item and spend approximately \$3 in the process. Everybody wins! You win because you purchased the item at a wholesale cost of \$1 (you have \$2 of gross profit). The customer not only won the item, but received an 'entertainment value' also. Your mission is to search for merchandise that has a perceived value of at least three times what it cost you and that are items customers desire.

Why is it then that many FECs have a redemption payout percentage of less than 20 percent? It is very doubtful that any of you can consistently purchase items that have a perceived value of five times what you pay for them. Do you really think you are fooling your customers?

Let me pass on a very important statistic. If a customer has a good experience on a visit, that customer has a 65 percent chance of coming back again. If that same customer has an 'excellent experience', the chances of a repeat visit just increased to 95 percent. You can increase your repeat business by 50 percent by just putting your efforts (and money) into giving your customers a great experience! Understanding redemption and putting that understanding into practice is a quick and easy step to upgrading your FEC from 'good' to 'excellent.'

RTS

JAPANESE GAME MACHINE

CONVERSION GAMES

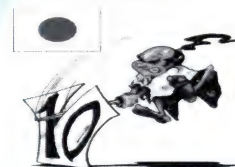
1. Sega "Decathlete"
2. Capcom "SF Alpha 2"
3. Sega "Virtua Fighter 2"
4. Namco "Tekken 2"
5. Vid.Sys. "Mahjong Final ..."
6. Sega "Virtua Striker"
7. Konami "Run & Gun 2"
8. Sega "Virtua Fighter 2"
9. D.East "Magical Drop 2"
10. SNK "Metal Slug"

DEDICATED GAMES

1. Sega "Gun Blade"
2. Sega "Virtual On"
3. Namco "Time Crisis"
4. Namco "Ace Driver"
5. Sega "Virtua Cop 2"
6. Namco "Alpine Racer"
7. Sega "Daytona USA"
8. Namco "Rave Racer"
9. Sega "Virtua Fighter 2"
10. Sega "Rally Championship"

PINBALLS

1. Williams "Congo"
2. Capcom "Pinball Magic"
3. Sega "Batman Forever"
4. D.East "Jurassic Park"
5. Williams "Roadshow"



AMERICAN TOP 60 VIDEO & PINBALL

- | | |
|-------------------------------------|---------------------------------------|
| 1. Sega "Daytona USA" | 31. Bally "Who Dunit!" |
| 2. Atari "Area 51" | 32. Dynamo "Tournament Solitaire" |
| 3. Midway "Cruisin' USA" | 33. Incred.Tech "World Class Bowling" |
| 4. Namco "Time Crisis" | 34. Konami "Crypt Killer" |
| 5. Merit "Megatouch IV" | 35. Sega "Desert Tank" |
| 6. Namco "Alpine Racer" | 36. Namco "Dirt Dash" |
| 7. Namco "Tekken 2" | 37. Namco "Point Blank" |
| 8. Incred.Tech "Golden Tee 3D Golf" | 38. Midway "MK3 Ultimate" |
| 9. Bally "Attack from Mars" | 39. Sega "Golden Eye" |
| 10. Sega "Virtua Cop" | 40. Fabtek "Viper Phase 1" |
| 11. Bally "Theatre of Magic" | 41. Williams "Star Trek TNG" |
| 12. TWi "COPS" | 42. Namco "Suzuka 8 Hours" |
| 13. Sega "Manx TT" | 43. Capcom "Pinball Magic" |
| 14. Namco "Soul Edge" | 44. Williams "Roadshow" |
| 15. Sega "Sega Rally" | 45. Dynamo "Solitaire Challenge" |
| 16. Sega "Indy 500 Twin" | 46. Micro "Magical Touch" |
| 17. Sega "Virtua Cop 2" | 47. Am.Sammy "Zombie Raid" |
| 18. Namco "Cyber Cycles" | 48. Midway "Killer Instinct" |
| 19. Merit "Megatouch" | 49. Konami "Lethal Enforcer 2" |
| 20. Namco "Lucky & Wild" | 50. Atari "T-Mek" |
| 21. Capcom "Marvel Super Heroes" | 51. Williams "Congo" |
| 22. Midway "Killer Instinct 2" | 52. Williams "Jackbot" |
| 23. Namco "Tekken" | 53. Fabtek "Raiden DX" |
| 24. Bally "The Addams Family" | 54. Midway "Open Ice" |
| 25. Capcom "D&D Shadow ..." | 55. Williams "The Flintstones" |
| 26. Namco "Suzuka 8 Hours 2" | 56. Bally "Twilight Zone" |
| 27. Sega "Outrunners" | 57. Premier "Big Hurt" |
| 28. Sega "Virtua Fighter 2" | 58. Bally "Indianapolis 500" |
| 29. Taito "Bust-A-Move Again" | 59. Williams "The Shadow" |
| 30. Bally "World Cup Soccer" | 60. Premier "Shaq Attaq" |

CHA

TIME OUT NEW ZEALAND

CONVERSION

GAMES

1. Capcom "SF Alpha 2"
2. Midway "NBA Hang Time"
3. SNK "Metal Slug"
4. Namco "Tekken 2"
5. Capcom "D&D"
6. Capcom "SF Alpha"
7. Taito "Puzzle Bobble"
8. Midway "Killer Instinct"
9. Fabtek "Raiden 2"
10. Sega "Virtua Fighter 2"

DEDICATED

GAMES

1. Namco "Time Crisis"
2. Sega "Virtua Cop 2"
3. Sega "Sega Rally"
4. Sega "Daytona"
5. Namco "Ace Driver"
6. Sega "Gunblade"
7. Namco "Alpine Racer"
8. Namco "Cyber Cycles"
9. Sega "Virtua On"
10. Sega "Manx TT"

PINBALLS

1. Williams "Arabian Nights"
2. Williams "Attack from Mars"
3. Gottlieb "Barbwire"
4. Sega "Golden Eye"
5. Sega "Batman"



TIMEZONE

CONVERSION GAMES

1. Namco "Point Blank"
2. Sega "Decathlete"
3. Midway "NBA Hang Time"
4. Capcom "Street Fighter Zero 2"
5. Sega "Virtua Striker"
6. SNK "Metal Slug"
7. Midway "Killer Instinct 2"
8. Sega "Fighting Vipers"
9. Namco "Tekken 2"
10. Capcom "19XX"

DEDICATED GAMES

1. Sega "Gun Blade"
2. Namco "Time Crisis"
3. Namco "Alpine Racer"
4. Sega "Virtua Cop 2"
5. Sega "Virtual On"
6. Konami "Crypt Killer"
7. Sega "Manx TT 50" DX"
8. Sega "Daytona USA Twin"
9. Sega "Rally Championship Twin"
10. Jaleco "PK Soccer"

PINBALLS

1. Williams "Arabian Knights"
2. Bally "Safe Cracker"
3. Bally "Attack from Mars"
4. Williams "Johnny Mnemonic"
5. Williams "Congo"
6. Bally "Who Dunnit"
7. Bally "Indy 500"
8. Bally "Theatre of Magic"
9. Bally "No Fear"
10. Williams "Jackbot"

PRIZE REDEMPTION

1. Jaleco "Spider Stompin"
2. LAI "Tickee Tickets"
3. Jaleco "Spider Splatin"
4. ICE "Cyclone"
5. LAI "Mouse Attack"



PLAYMETER

DEDICATED GAMES

- | | LONGEVITY | POINTS |
|--------------------------|-----------|--------|
| 1. Sega "Daytona USA" | 1246 | |
| 2. Atari "Area 51" | 335 | |
| 3. Midway "Cruisin' USA" | 1107 | |
| 4. Namco "Time Crisis" | 110 | |
| 5. Namco "Alpine Racer" | 346 | |
| 6. Sega "Virtua Cop" | 736 | |
| 7. TWi "COPS" | 343 | |
| 8. Sega "Manx TT" | 104 | |
| 9. Sega "Sega Rally" | 334 | |
| 10. Sega "Indy 500 Twin" | 93 | |

CONVERSION GAMES

- | | |
|--------------------------------------|-----|
| 1. Merit "Megatouch IV" | 56 |
| 2. Namco "Tekken 2" | 452 |
| 3. Incred. Tech "Golden Tee 3D Golf" | 281 |
| 4. Namco "Soul Edge" | 159 |
| 5. Merit "Megatouch" | 411 |
| 6. Capcom "Marvel Super Heroes" | 259 |
| 7. Namco "Tekken" | 696 |
| 8. Capcom "Dungeons & Dragons" | 36 |
| 9. Taito "Bust-A-Move Again" | 141 |
| 10. Dynamo "Tournament Solitaire" | 150 |

PINBALLS

- | | |
|-----------------------------|------|
| 1. Bally "Attack From Mars" | 107 |
| 2. Bally "Theater of Magic" | 670 |
| 3. Bally "Addams Family" | 2724 |
| 4. Bally "World Cup Soccer" | 860 |
| 5. Bally "Who Dunnit" | 161 |
| 6. Sega "Golden Eye" | 22 |
| 7. Williams "Star Trek TNG" | 1396 |
| 8. Capcom "Pinball Magic" | 113 |
| 9. Williams "Roadshow" | 616 |
| 10. Williams "Congo" | 35 |

REDEMPTION

1. ICE "Cyclone"
2. Seidel "Smokin' Token"
3. Smart "Shoot to Win Jnr"
4. Smart "Classic Watch Crane"
5. Acclaim "Spin to Win"



Point Blank

**2 Player Action
Packed Shooting Game
with No Violence**

**Income from
Australian Test
Locations have been
exceptional - up to
\$2,100 per week.**

**Available only
as a Conversion Kit
at a very realistic price.**

**LIMITED STOCK
NOW AVAILABLE**
This is definitely one game that we
don't have to tell you about its
performance. The Cashbox has been
telling the story for the last year.

namco

We call it Royal Pines Resort.



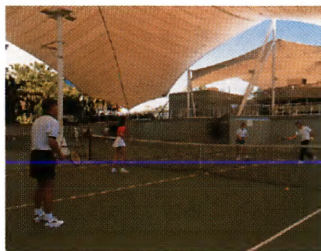
You'll call it **RELAXZONE.**



This year's AMOAQ International Convention is being held at one of the Gold Coast's most relaxing places. Royal Pines Resort, from November 5th to 9th.

This conference will be your only chance, in Australia this year, to catch up with all the latest national and international trends in amusement machines.

And then, you can catch up



with friends on your choice of two 18 hole championship golf courses.

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real life

At the beginning of 1995, there were 12 companies offering immersive virtual reality (VR) systems to the out-of-home entertainment market. Two of these - Sega and Walt Disney - do not sell their systems to other operators. Regrettably, two more - VR8 and Reality Concepts - appear to have folded. By the end of the year, 12 new companies had appeared on the scene and four of the existing companies had launched new systems, taking the choice available to operators to 27.

During 1995, it is estimated that the overall installed base increased by 60 percent, from 1,005 to 1,615 units. This compares with more than 100 percent compound growth over the previous three years. Total revenues grew by 16 percent from \$NZ23 million to \$NZ27 million as the average cost per unit fell. This reflects the improvement in price/performance of PCs, the platforms for all but one of the new entrants.

Liquid Image MRG4 - once the preferred choice of head-mounted displays (HMD) - has fallen out of favour. Virtual i-o's glasses have become popular because of their price, while the Virtual Research VR4000 has made inroads into the higher end of the market.

Despite the high unit growth rate, it is clear that life in this industry is tough. The only company to have sold systems in any quantity is Virtuality, which managed sales of around 440 units and was able to maintain its market share at

just short of 80 percent. The nearest competitor, VR Entertainment (formally AWI) has sold around 125 systems since 1994, having identified the "gypsy" market - touring the US Fairs circuit - as a growth opportunity.

Other companies have turned their focus away from arcades/theme parks to the advertising and promotions market. Straylight, in particular, has won major contracts and will shortly test its systems by sending 10 of its XTC systems on a nine-month tour of the US that will cover 5,000 venues at the rate of two a night.

There is a great deal of interest in VR entertainment coming from "virgin" territories. Virtual Images and Dynavision have both sold into China, Cybermind has shipped to Lebanon, and Worldwide Leisure is building eight systems for Iran.

In addition to further price cuts, 1995 heralded the arrival of low cost, interactive motion-based systems. Jesler Enterprises is offering a single seat unit for \$NZ34,000, while Virtogo provides a passive experience for \$NZ15,000. In January, Worldwide Leisure made its first outing at the ATEI show in London with the Millenium VR2, a two seater system that offers four degrees of freedom, including 180 degree yaw (rotational movement turning side to side) in either direction.

A second welcome trend was the arrival of systems dedicated to experiences rather than games. Ferris introduced aromatic cues to its Canyon Experience, a scenic fly-through that delivers smells for different environments. Another company interested in adding Ferris's aroma technology is Trailcraft Manufacturing, which demonstrated a virtual hang gliding experience at IAAPA last year.

IVR systems will make no real impact on the public space entertainment market until manufacturers can provide operators with the price, software quality and reliability of dedicated systems from the likes of Sega, Namco and Taito. While there is evidence of lower component prices and improved reliability, very few companies offer good quality software that makes the most of the VR experience. While it seems unlikely there will be a major breakthrough in 1996, it will come.



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